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*Gould Reorganizes, Forms Gould Electronic Materials to Meet Market Demands. CircuiTree
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HEADLINE: Gould Reorganizes, Forms Gould Electronic **Materials** to Meet Market Demands.

BODY:

Eastlake, OH--Gould Electronics Inc. announced the reorganization of three divisions into a single business unit, Gould Electronic **Materials** (GEM), designed to meet the needs of the company's two primary markets, printed circuit board manufacturers and laminators. Heading the unit will be Gould Chairman and CEO C. David Ferguson. "The purpose of this reorganization is to respond to changes in our market and the growth of our product lines," said Ferguson. "Essentially, we are moving from an organization based on product lines to one that is totally focused on each of our principal markets. The new organization will feature a global approach to sales and marketing, new product development and manufacturing, and will make it easier for our customers to do business with Gould," he said.

GEM will be formed from a combination of the company's foil, copper aluminum copper and electronic **materials** divisions. The Foil Division manufactures electrodeposited copper foil for use in the printed circuit board industry. The Copper Aluminum Copper (CAC) Division and Gould's **Johnson & Johnston Associates Inc.** (JJA) subsidiary produce CAC foil, a product made from an aluminum separator plate with copper foil attached to one or both sides. The Electronic **Materials** Division concentrates on flexible printed circuit **materials** and specialty metal foils, such as copper-invar-copper, nickel-plated copper foil and tin-plated copper foil. Gould's two other operations, ElectroCopper Products Ltd. and the Gould Fiber Optics subsidiary, will not be affected by the reorganization.

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